ESTTA Tracking number:

ESTTA395204 02/25/2011

Filing date:

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91191056
Party	Defendant Franciscan Vineyards, Inc.
Correspondence Address	JOHN M RANNELLS BAKER & RANNELLS PA 575 ROUTE 28, SUITE 102 RARITAN, NJ 08869-1354 UNITED STATES jmr@br-tmlaw.com
Submission	Testimony For Defendant
Filer's Name	John M. Rannells
Filer's e-mail	jmr@br-tmlaw.com, k.hnasko@br-tmlaw.com
Signature	/john rannells/
Date	02/25/2011
Attachments	91191056 Lilienthal pt. 2.pdf ( 39 pages )(7522688 bytes )

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

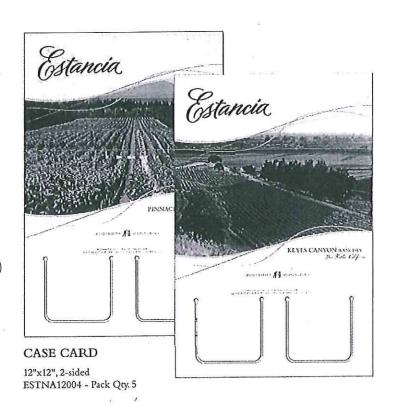
	X	
White Rock Distilleries, Inc.		Opposition No. 91191056
Oppos	ser	Mark: PINNACLES RANCHES
v.		Serial No.: 77/598674
Franciscan Vineyards, Inc.	u .	
Appli	cant	
	Λ	

COMBINED NOTICE OF FILING OF TESTIMONY TRANSCRIPT AND EXHIBITS PURSUANT TO 37 CFR 2.125(c) and NOTICE OF SERVICE OF TRANSCRIPTS AND EXHIBITS PURSUANT TO 37 CFR 2.125(a)

(PT. 2)

# EXHIBIT G TO TESTIMONY TRANSCRIPT OF CHRISTINE LILIENTHAL

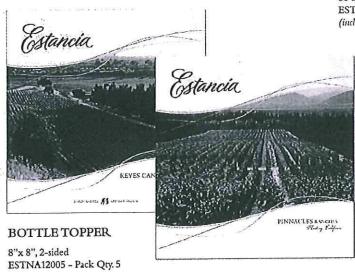
# SPRING CASE CARD, BOTTLE TOPPER & EDUCATION CARDS





# ESTATE VINEYARD EDUCATION CARDS

3"x 5", 2-sided. Self Adhesive back to be used on display racks or as case lug-on. ESTNA12006 - Pack Qty. 1 set (includes 20 cards + 1 holder)





# TOTAL GROCERY PURCHASE IRC



\$2 off - IRC WPR ESTNA12010

\$2 off - IRC WPR, CA Chains, 99EAN ESTNA12011

\$2 off - IRC WPR, FL Market only ESTNA12014

# WINE IRC



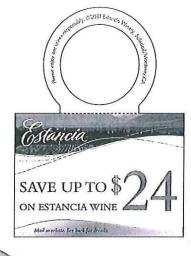
\$1 off - IRC WPR ESTNA12007

\$1 off - IRC WPR, CA Chains, 99EAN ESTNA12008

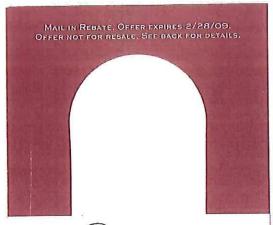
\$1 off - IRC WPR, CA General Market, 99EAN ESTNA12015

\$1 off - IRC WPR, FL Market only ESTNA12013

# WINE MIR



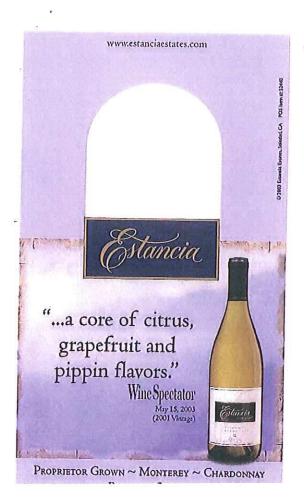
\$24 Escalating - MIR. Buy 3 bottles get \$3, buy 6 bottles get \$9, buy 12 bottles get \$24 ESTNA12012

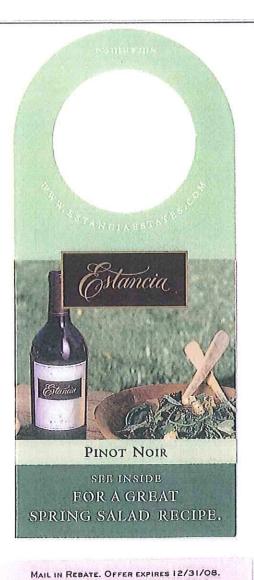


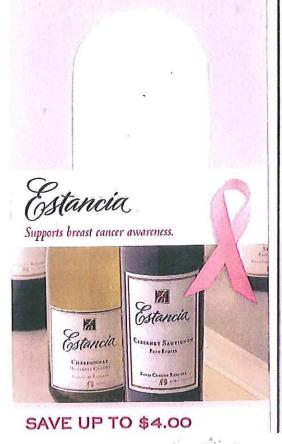
Estancia

SAVE UP TO \$4.00 ON ESTANCIA WINES!









SEE BACK FOR DETAILS. ESO28225DS

# ©2007 Estancia Estates, CA POS # ES012925 www.estanciawinery.com

BUY:	Any I bottle of Estancia bottles of Estancia and	ia and receive a \$1.50 refund check or buy any 2 receive a \$4.00 refund check.
SEND:	This completed form a 8/1/07 and 2/28/09 w	nd original cash register receipt(s) dated between ith the purchase price(s) circled.
MAILTO	D: Offer 12256 - Save \$4	on Estancia
	P.O. Box 7025	
	Young America, MN 5	5558-7025
MUST B	E POSTMARKED BY:	3/15/09
NAME: .		E. A. SERVICE ST.
ADDRES	šš:	at Accompany P.O. Box
	Street Address Mu	et Accompany P.O. Box
CITY: _	da salatina ta	
E-MAIL:		
SIGNATI	JRE	BIRTHDATE:/_ /
Offer expire	is, organizations or from offic wholesalers will not be honor	er U.S. residents of legal drinking age. Refured requests for ers or employees of Profition, and alcoholic beverage ed or returned. Please allow 6-8 weeks for delivery. Limit
WARNING		
Void where p	prohibited, taxed or otherwise	restricted. Reproduction, purchase, sale or trading of this
form, UPC a	ymbols or eash register receip	ts will not be honored or returned. Fraudulent submirsion of secution for smil fraud under 18 USC Sections 1341, 1342.





Salad or sandwich, picnic or party, banquet or barbecue. ALWAYS ESTANCIA.

Awarded 19 Best Buys from WineSpeciator in 15 years.

©2008 Estancia Winery, Soledad/Monterey, CA www.estanciavinery.com Estancia will donate \$1,500 towards Breast Concer Awareness in 2008.

SIGNATUI	RE:BIRTHDATE:
CITY:	STATE: ZIP:
ADDRESS	Street Address Must Accompany P.O. Box APT#
NAME:	
MAIL TO:	Offer Icon-0007 Fight Breast Cancer and Save up to \$4 on Estancia PO Box 650001 EI Paso, TX 88565-0001 MUST BE POST MARKED BY: 1/15/09
END:	This completed form and original cash register receipt(s) dated between 9/1/08 and 12/31/08 with the purchase price of Erancia wine circled.
UY:	Any 1 bottle of Estancia and receive a \$1.50 rebate check or buy any 2 bottles of Estancia and receive a \$4.00 rebate check.

REFUND CONDITIONS: Offer expires 12/31/08. Offer valid only for U.S. residents of legal drinking age. Rebate requests from groups, clubs, organizations, officers, or employes of Estancia Winery, or alcoholic beverage retailers or wholesalers, will not be housed or returned. Please allow 6-8 weeks for delivery. Limit one rebate pet household, name, or address. Keep a copy of your request, including sales receipt, for your records. For more information, call 1-888-221-3320.

WARNING: Void where prohibited, taxed or otherwise restricted. Reproduction, purchase, sale or trading of this form, UPC symbols, or each register receipts will not be honored or returned. Fraudulent submission of resund certificate may result in sederal prosecution for stud transl under 18 USC Sections 1341, 1342.





Coupon . Offer Expires 5/31/09 Nine Purchase Required On No

SAVE \$2.00 NOW ON ESTANCIA WINE





See back for details.



SAVE UP TO \$4





SAVE UP TO \$12.00 ON ESTANCIA WINES

DETAILS ON BACK -

CONPORT DO NOT DOUBLE OF CARINA STATES, Soledad/Monterey, Carina S

# SAVE \$2 NOW ON ESTANCIA WINE

CONSUMER: To redeem, present this coupon at checkout to receive a \$2 savings on the purchase of any bottle of Estancia wine. This coupon is not valid for employees, officers, and directors of Estancia and affiliated companies, licensed alcoholic beverage retailers and wholesaters, or other alcoholic beverages licensees, or families and households of the foregoing. Offer valid only for U.S. residents of legal drinking age. Void where prohibited. Not to be doubled. One coupon per purchase. RETAILER: This coupon will be redeemed for face value indicated plus \$.08 handling if you receive it on the sale of product Indicated and if submitted in compliance with CVAUS' Coupon Redemption Policy. Coupon may not be assigned or transferred, involcing proving purchase of stock to cover coupons must be submitted upon request. Void where prohibited, taxed, or restricted by law. To redeem, \$\$ND TO: CWUS Promotional Services, \$0.0 Box 880181, El Paso, TX 88588-0181. Coupon expires 05/31/09. Cash value 1/100¢ Coupon must be received within 120 days from the expiration date.





# Offer Expires 2/28/10. ES029/ Offer Expires 2/28/10. ES029/ Expired Estates, Soledad/Montestates

# Save up to \$4 on Estancia.

BUY: A bottle of Estancia and receive a \$1 rebate check, or buy 2 bottles of Estancia and receive a \$4 rebate check.

SEND: This completed form and original cash register receipt, dated between 3/1/09 and 2/28/10, with the purchase price of Estancia wine circled.

Please check the dollar amount that applies to your rebate: Q \$1 Q \$4

MAIL TO: Offer # Icon-0016 - Save up to \$4 on Estancia PO Box 753416 El Paso, TX 88575-3416 MIST NE POST MARKED BY 3/15/10

MARKET.	111001 221 221		
NAME: ADDRESS:	KINGT ASSESSED BY	A ZECOMBAN DA BA	APT#
CITY:	20103104104	STATE:	ZIP:
CICNATURE:			HRTHDATE:

REDATE CONDITIONS:
Offer expires 2/28/10. Offer valid only for U.S. residents of legal drinking age. Rebate requests from groups, clubs, organizations, officers, or employees of Estancia, or alcoholic beverage retailers or wholesalers, will not be honored or returned. Please allow 6-8 weeks for delivery. Limit one rebate per household, name, or address. Keep a copy of your request, including sales recelpt, for your records. For more information, call 1-888-221-3320. WARNING: Vold where prohibited, taxed or otherwise restricted. Reproduction, purchase, sale or trading of this form, UPC symbols, or cash register recelpts will not be honored or returned. Fraudulent submission of refund certificate may result in federal prosecution for mail fraud under 18 USC Sections 1341, 1342.

BUY:	A bottle of Estancia and receive a \$1 rebate check, or buy 2 bottles
	of Estancia and receive a \$3 rebate check, or buy 6 bottles of
	Estancia and receive a \$12 rebate check.

SEND: This completed form and original cash register receipt, dated between 1/1/09 and 3/31/09, with the purchase price of Estancia wine circled.

Please check the dollar amount that applies to your rebate:

MAIL TO: Offer: Icon-0029 – Save up to \$12 on Estancia PO Box 753334 EI Paso, TX 88575-3334 MUST BE POST MARKED BY 4/15/09

NAME: STREET ADDIT	RESSARUST ACCOMPANY	PO BOX
ADDRESS:		APT#
CITY:	STATE:	ZIP:
SIGNATURE:	BIR	THDATE:

REBATE CONDITIONS:
Offer expires 3/31/09. Offer valid only for U.S. residents of legal drinking age. Rebate requests from groups, clubs, organizations, officers, or employees of Estancia Estales, or alcoholic beverage retailers or wholesalers, will not be honored or returned. Please allow 6-8 weeks for delivery. Limit one rebate per household, name, or address. Keep a copy of your request, including sales receipt, for your records. For more information, call 1-888-221-3320.

WARNING: Void where prohibited, taxed or otherwise restricted. Reproduction, purchase, sale or trading of this form, UPC symbols, or cash register receipts will not be honored or returned. Fraudulent submission of refund certificate may result in federal prosecution for mail fraud under 18 USC Sections 1341, 1342.



# Estancia UNCORK & UNWIND

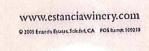


# PINOT NOIR

Black cherry, spice and oak. Ripe tannins, bright acidity and a long finish.











# CHARDONNAY

Pear, passion fruit and fig with hints of hazelnut and vanilla.

©2008 ESTANCIA WINERY, CA WWW.ESTANCIAWINERY.COM ES025525DS

BUY: Any I bottle of Estancia wine and receive a \$3.00 refund check. This completed form and original cash register receipt(s) dated between 2/29/08 and 12/31/08 with the purchase price(s) circled. SEND: MAH, TO: Offee 12569 - Save \$3 on any Estancia wine P.O. Bux 650001 El Paso, TX 88565-001 MUST BE POSTMARKED BY: 1/15/09 NAME: ADDRESS: STREET ADDRESS ENGLAC COLPANY P.O. BOX APT#: Street Address Must Accompany P.O. Box CITY: \_ E-MAIL: SIGNATURE: \_ BIRTHDATE: \_\_/\_ \_ REFUND CONDITIONS:

Offer expites 12/31/03, Offer valid for U.S. residents of legal deinking age. Refund requests for groups, (abb., organizations or from offers sor employees of Exancia Winers, and alcoholic heretage trades or wholestlaw will not be honored or returned. Please allow 6-8 weeks for delivery. Refund Emited to 6 rebates per address.

WARNING:

Wid where prolabited, used or otherwise restricted. Reproduction, purchase, ale or trading of this form, UPC ymbols or each register receipts will not be humaned or returned. Frusdalent submission of refund certificate may result in federal protecution for mill fruid under 18 USC.

Sections 1341, 1342.



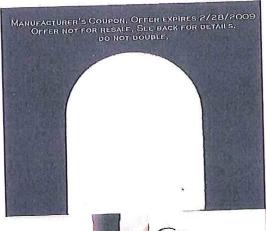


Manufacturer's Coupon. • Offer Expires 2/28/08 DO NOT DOUBLE. Wine Purchase Required, POS#: ES018825DS





SAVE \$1.00 NOW ON ANY ESTANCIA WINE.







# Save \$2.00 NOW on Estancia Pinot Noir.

Offer Expires 3/31/08 DO NOT DOUBLE.
CONSUMER: To redeem, present this coupon at check out to receive a \$1.00 savings on the purchase of Estancia Pinot Noir, 750ml. This coupon is not valid for employees, officers and directors of Estancia and affiliated companies, licensed alcoholic beverage retailers and wholesalers, or other alcoholic beverage licensees, and families and households of the foregoing, and persons not of legal drinking ago are not eligible. Void where prohibited. Not to be doubled. One coupon per purchase. RETAILER: This coupon will be redeemed for face value Indicated plus \$.08 handling if you receive it on the sale of product indicated. Coupon may not be assigned or transferred. Invoice proving purchase of stock to cover coupons must be submitted upon request. Void where prohibited, taxed, or restricted by law. 15 or redeem, SEND TO: CWC Promotional Services, P.O. Box 880181, El Paso, TX 88588-0181. Coupon expires 3/31/08. Cash value 1/100g. Coupon must be received within 120 days from the expiration date.



Manufacturer's Coupon, • Offer Expires 2/28/08
DO NOT DOUBLE.

© Estancia Estates, CA

Save \$1.00 off on any Estancia wine!

CONSUMER: To redeem, present this coupon at check out to receive a \$1.00 savings on the purchase of any Estancia wine. This coupon is not valid for employees, officers and directors of Estancia and affiliated companies, licensed alcoholic beverage retailers and wholesalers, or other alcoholic beverage licensees, and families and households of the foregoing, and persons not of legal drinking age are not eligible. Vold where prohibited. Not to be doubled. One coupon per purchase. RETAILER: This coupon will be redeemed for face value indicated plus \$.09 handling if you receive it on the sale of product indicated. Coupon may not be assigned or transferred. Invoice proving purchase of stock to cover coupons must be submitted upon request. Void where prohibited, taxed, or restricted by law. To redeem, SEND TO: CWC Promotional Services, P.O. Box 880181, El Paso, TX 88588-0181. Coupon expires 2/28/08. Cash value 1/100¢. Coupon must be received within 120 days from expiration date.



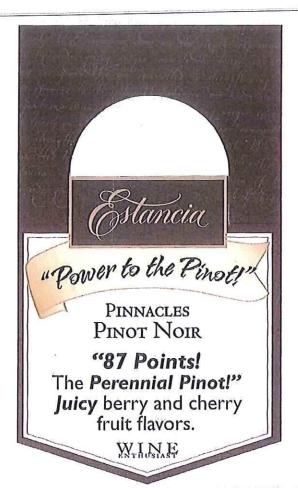
©2008 ESTANCIA WINERY, CA WWW.ESTANCIAWINERY.COM ESO19925

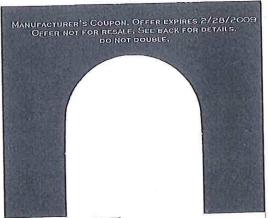
Manufacturer's Coupon. Offer Expires 02/28/09 DO NOT DOUBLE

# Save \$1.00 on any one Estancia wine

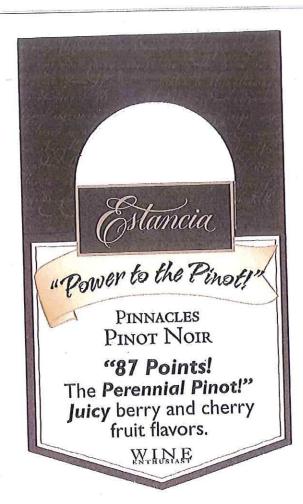
CONSUMER: To redeem, present this coupon at checkout to receive a \$1.00 savings on the purchase of Estancia wine. This coupon is not valid for employees, officers, and directors of Estancia and affiliated companies, licensed alcoholic beverage retailers and wholesalers, or other alcoholic beverages licensees, and families and households of the foregoing and persons not of legal drinking age are not eligible. Vold where prohibited. Not to be doubled. One coupon per purchase. RETAILER: Coupon will be redeemed for \$1.00 face value plus 8¢ handling if terms of offer have been met. Any other use constitutes fraud, Customer must pay sales tax. Vold if if prohibited, taxes, or reproduced. Limit one coupon per purchase. Cash value 1/20¢. Mail coupons to: CWC Promotional Services, P.O. Box 880181, El Paso, TX 8588-0181. Coupon expires 0/2/28/09. Coupon must be received within 120 days from expiration date.















©2008 ESTANCIA WINERY, CA ES018025

MANUFACTURER'S COUPON. OFFER EXPIRES 02/28/09 DO NOT DOUBLE

# Save \$1.00 on any one Estancia wine

CONSUMER: To redeem, present this coupon at checkout to receive a \$1.00 savings on the purchase of Estancia wine. This coupon is not valid for employees, officers, and directors of Estancia and affiliated companies, licensed alcoholic beverage relailers and wholesalers, or other alcoholic beverages licensees, and families and households of the foregoing and persons not of legal drinking age are not eligible. Void where prohibited. Not to be doubted. One coupon per purchase. RETAILER: Coupon will be redeemed for \$1.00 face value plus 8¢ handling if terms of offer have been met. Any other use constitutes fraud. Customer must pay sales tax. Void if if prohibited, taxes, or reproduced. Limit one coupon per purchase. Cash value 1/20¢. Mail coupons to: CWC Promotional Services, P.O. Box 880181, El Paso, TX 88588-0181. Coupon expires 02/28/09. Coupon must be received within 120 days from expiration date. within 120 days from expiration date.





BUY: any 4 bottles of Estancia and save \$10 (min. \$20 tray).
any 3 bottles of Estancia and save \$3 (min. \$20 tray).
SEND: This completed form and original cashlers receipt
with purchase prices of Estancia and deli tray circled.
MAIL TO: Offer # 12499 - Save up to \$10 on any Deli Tray
PO Box 650001

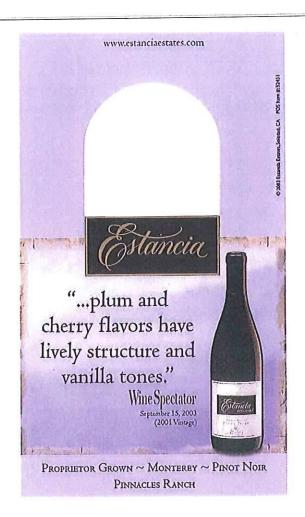
El Paso, TX 88565-0001 MUST BE POST MARKED BY 3/15/09

NAME:		
ADDRESS: SHIPT ADDR	ESS MUST ACCOMOUN	N PO POY
ALTH_CITE	STATE:	ZIP:
SIGNATURE:	BIRTHDATE:	

REFUND CONDITIONS: Offer expires 2/28/09. Offer valid only for U.S. residents of legal drinking age, Refund requests from groups, clubs, organizations, officers, or employees of Estancia, or alcoholic beverage retailers or wholesalers, will not be honored or returned. Please allow 6-8 weeks for delivery. Limit one refund per household, name, or address. For more information, call 1-888-221-3320.
WARNING: Vold where prohibited, taxed or otherwise restricted. Reproduction, purchase, sale or trading of this form, UPC symbols, or cash register receipts will not be honored or returned. Fraudulent submission of refund certificate may result in federal prosecution for mail fraud under 18 USC Sections 1341, 1342.











# Save \$5.00 on beer, chips and soda!

Offer Expires 2/15/08 DO NOT DOUBLE. CONSUMER: To redeem, buy any 2 bottles of Estancia, present this coupon at check out to receive a \$5.00 savings on the purchase of beer, chips or soda (minimum \$10 purchase required). This coupon is not valid for employees, officers and directors of Estancia and affiliated companies, licensed alcoholic beverage retailers and wholesalers, or other alcoholic beverage licensees, and families and households of the foregoing and persons not of legal drinking age are not eligible. Void where prohibited. Not to be doubled. One coupon per purchase. RETAILER: This coupon will be redeemed for face value indicated plus \$.08 handling if you receive it on the sale of product indicated. Coupon may not be assigned or transferred. Invoice proving purchase of stock to cover coupons must be submitted upon request. Void where prohibited, taxed, or restricted by law. To redeem, SEND TO: CWC Promotional Services, P.O. Box 880181, El Paso, TX 88588-0181. Coupon expires 2/15/08. Cash value 1/100¢. Coupon must be received within 120 days from expiration date.

@2007 ESTANCIA WINERY, CA WWW.ESTANCIAWINERY.COM POST ES016425

Any I bottle of Estancia wine and receive a \$3.00 refund check. REMOVE: Foil capsule over bottle top (must have top part of capsule).

This completed form and original each register receipt(s) dated between 5/1/07 and 6/30/08 with the purchase price(s) circled.

MAIL TO: Offer 12261 - Save \$3 on Estancia P.O. Box 9249

Young America, MN 55558-9249 MUST BE POSTMARKED BY: 7/15/08

NAME: ADDRESS: Street Address Must Accompany P.O. Box CITY: STATE E-MAIL: \_ BIRTHDATE: .... / .... / .... SIGNATURE:

REFUND CONDITIONS:

Offer expires 6/30/08. Offer valid for U.S. residents of legal drinking age. Refund requests for groups, clock, organizations or from officers or employees of (winery), and alcoholic beverage retailers or wholesalers will not be honored or returned. Please allow 6 -8 weeks for delivery. Limit I refund per sadress.

WARNING:

Void where probabled, taxed or otherwise restricted. Reproduction, purchase, ale or trading of this form, UFG symbols or cash register receipts will not be honored or returned. Fraudulent submission of returned certificate may result in federal prosecution for mail fraud under 18 USC

©2007 Estancia Estates, CA www.estanclawinery.com Estancia will donate \$1500 towards Breast Cancer Awareness in 2007.

BUY: Any 1 bottle of Estancia and receive a \$1.50 refund check or buy any 2 bottlet of Estancia and receive a \$4.00 refund check.

This completed form and original rash register receipt(s) dated between SEND: 10/1/07 and 12/31/07 with the purchase price(s) circled.

MAIL TO: Offer 12427 Fight Breast Cancer and Save up to \$1 on Estancia P.O. Bux 650001 El Pato, TX 88565-6001

MUST BE POSTMARKED BY: 1/15/03

NAME: ADDRESS:

Street Address Must Accompany P.O. Box

APT#:

CITY:

STATE:

ZIP:

E-MAIL:

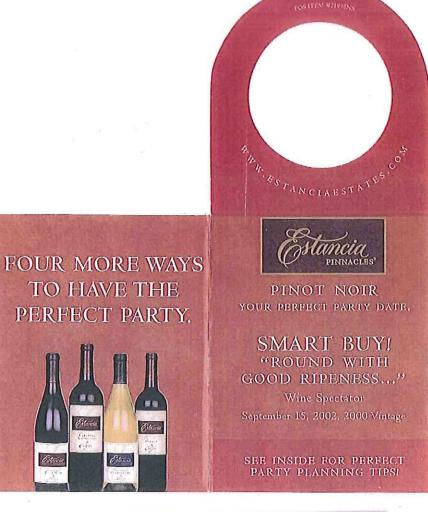
SIGNATURE:

BIRTHDATE:

REFUND CONDITIONS:
Offer expires 12/31/07, Offer valid only for U.S. residents of legal drinking age. Refund requests for gainst, club, organizations or from officers or employees of fluffine, and also holic beverage residence who belockers will not be bonored or returned. Please allow 6 - 8 weeks for delivery. Limit are fund perablicate.

WARNING

MANAMONE
Vold where probabilited, taxed or otherwise restricted. Rependuction, purchase, sale or trading of this form, UPC symbols or eath register receipts will not be honored or returned. Fraudulent submitsion refund certificate may result in federal preservation for mail fraud under 18 USC Sections 1341, 1342.





Official Rules - no wine purchase necessary.

Le case complete as official easy forms as a 3 ° 5 ° 5 join pion of paper hard pire your same, up, athen, cire, case, as note and fapine plows makes. Mal post conty at leavain Test Relation Screptides (N) has 14/10, Relation NY testion to the fapine plow of the 14/10, Relation NY 14/10 limit of one curp per person photocheld. Ny methodisty appellated cards will be beauth. Not expended to be in the method cards and the beauth New testion of the 15 supports of a post to method of the US age 21 or older. Others, therein, employer of Fatagia Essae, alliand comparis and species and produce the complete and the state of the US age 21 or older. Others, therein, employer of Fatagia Essae, alliand comparis and species and produce and the state of the time of an esta of the Malloud sum at 160 leave and registeries and the Strepholocomer, and their method attention to end office. Strepholocomer, and their instance and the strepholocomer an

Uf and when published by loc. Oth of winning depend upon the number of entire nected. Defensed existent of differ \$9.000.

A Pairs and outstand need where I Good Pane Wichesd up groups for not Manteey, CA, consisting of round rip couch staffer from the oxigin singer to make visited by the product of the p

# ESTANCIA-YOU CAN'T HAVE A PERFECT PARTY WITHOUT THE PERFECT WINE.

This holiday season Estancia helps you plan the perfect party. Whether it's your first party or your first party this week, our Perfect Party Tips will help you create a most memorable celebration—and not memorable just because Uncle Bob danced around with a lampshade on his head. Simply follow the 8 suggestions below and you'll be on your way. Yes Virginia, there is a Perfect Party. The holidays and Estancia—two ingredients for the perfect party.

# PERFECT PARTY PLANNING TIPS:

I. Not that you need a reason to drink, but...
Fun wine themes get guests involved. Tour the
"Wide World of Pinot Noirs," challenge guests
to a "California vs. French Wine War," or treat

them to "The Great White Wine-o-Rama", Get creative and your guests will too.

- 2. Even if they and spell it, they'll cat it. Plan on 6 hors d'octivres per person per hour (don't fonget the vegetarians). Put trays in different rooms so guests don't gather you know where.
- 3. Now you're gatting thresty. Cheese and wine go together like, well, cheese and wine. Offer 4 or 5 different cheeses per tray. If you're serving dinner, 2 oz. of theese per person is perfect, Just offering cheese and wine? Splurge for 4 oz. per guest. Serve cheese at room temperature (65°F).
- Red, white and cool. Serve white wines wellchilled (45 to 55°F). For last-minute chilling, put wine in ice water for 15 minutes, Avoid over-chilling to maintain flavors. Serve red wines at cellar temperature (55 to 65°F).

- 5. Can I offer you some...water? It's always better to have too much wine than not enough—count on a half bottle per guest. More than that? Count on one cab ride home per person.
- 6. We hate when that happens. Be sure to have sparkling mineral water or white wine on hand. To avoid stains, immediately pour some on red wine spills...come to think of it, how about not spilling in the first place.
- 7. Got a light? A dramatic and effective way to create a festive mood is to light candles or start a raging fire. (Just make sure it's in the fireplace, otherwise call 911.)
- 8. We have some lovely parting gifts. When it's time for everyone to go home, hand out party favors to commemorate the perfect evening. For the holidays try chocolate or ornaments, Whatever you do, don't hand out fruit cake.

@2003 Estancia Estates, Soledad, CA POS Item #: 52564



Let Estancia help you slow down and relax this spring. Relaxation can come in many forms, whether it's getting away for the weekend to a secluded spa resort destination, or swaying the afternoon away in a backyard hammock. Estancia is made slowly to be enjoyed that way, helping you to unwind in whatever way you see fit.

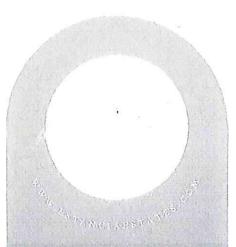
Now you can really relax with Estancia by entering to win any of these Total Relaxation Sweepstakes prizes. Grand Prize—A weekend spa getaway for two to the capital of relaxation, Monterey California, for a 2 night stay at one of the area's most luxurious spa resorts (one prize). First Prize—A backyard hammock complete with stand (5 prizes awarded). Second Prize—A complete home spa kit (25 prizes awarded).

Enter here to win	Estancia's Total Relaxation
Sweepstakes.	

Age \_\_\_\_\_\_Address \_\_\_\_\_\_City, State, Zip \_\_\_\_\_\_\_\_Daytime Phone #

Complete and mail this entry form: Estancia Total Relaxation Sweepstakes, P.O. Box 16470, Rochester, NY 14616.

To be postmarked by 7/1/04 and received by 7/12/04, Limit of one entry per person per household. No mechanically reproduced entries will be honored.





PINOT NOIR

87 POINTS!
"A pleasant Pinot that harbors pretty cherry, herb and licorice flavors."

WINTHUSTAST May 2002

Keep your Phoot cool with a thermal wine bug,

Send Away For an Estancia 2 Bottle Wine Bag
Between 6/f/02 and 9/15/02

To receive your Estancia 2 Bottle Wine Bag by mail:

Please submit the following:
This mail-in coupon
A check or money order for \$14.99 plus \$5.00
shipping and handling made out to:
The Sweepstakes Center

Mail these materials to:
Estancia Wine Bag Offer
P.O. Box 25336
Rochester, NY 14625-0336
Please print

Please print

NAME:

ADDRESS:

P.O. BOX NOT ACCEPTABLE STATE:

CITY: CODE:

CODE:

(Must be postmarked by 9/15/02 and received by 9/30/02)

Allow 6 to 8 weeks for delivery. Offer open to U.S. residents only, except employees of Franciscan Estales, its anilistices, subsidiaries, distributors, dealers, and retailers. Limit one wine bag per household/address, group or organization. Offer void where prohibited, travel, or otherwise restricted. No post office boxes allowed, only street or rural route addresses are exceptable. Not responsible for sold, tale, middrested, damaged, or post page due mail. Vyaming: Deproduction, purchase, sale or trade of this certificate is prohibited. Fraudulent submission could result in federal prosecution under mail fraud stalutes. (Title 18, United Stales Code, Section 1341 and 1342.)

Offer Expires 9/15/02

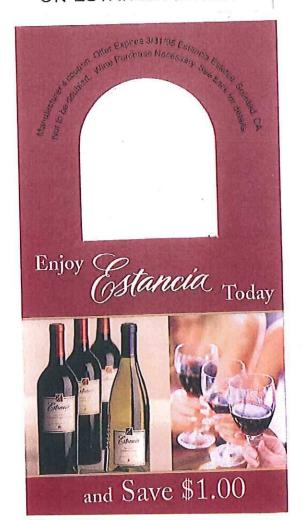








SAVE UP TO \$4.00 ON ESTANCIA WINES!







# ©2005 ESTANCIA ESTATES, SOLEDAD, CA POS # 57739 WWW.ESTANCIAWINERY.COM

Any I bottle of Estancia and receive a \$1.50 refund check or buy any 2 REMOVE: Full capsule over bottle top (must have top part of capsule). This completed form and original cash register receipt(s) dated between 10/1/05 and 12/31/05 with the purchase price(s) circled. MAIL TO: Estancia Brand Offer 5893, P.O. Box 42921, Mess, AZ 85247-2921 MUST BE POSTMARKED BY: 1/15/06

NAME: ADDRESS: \_\_ Street Address Must Accompany P.O. Box CITY: E-MAIL: SIGNATURE: \_\_ BIRTHDATE: . \_ /\_\_ /\_

REFUND CONDITIONS:

Office expires 12/31/03. Refund requests for groups, risbs, organizations or from officers or comployees of (winery), and sloubolic beverage retuilers or wholesalen will not be honozed or returned. Pleme allow 6-8 weeks for delivery. Unrit 1 refund per address.

WARKINGE.

Vold where prohibited, taxed or etherwise restricted, including AL, AR, HI, IN, ME, MS, MO, NC, OR, OH, TX and UT. Reproduction, purchase, sile or trading of this form, UFC symbols or early register receipts will not be homest of retentued. Franklater ultraistict of efficient certificate may rook in federal proceeding for mail fraud under 18 USC Sections (141, 1312).

Manufacturer's coupon. Offer Expires 3/31/05 © 2004 Estancia Estates, Soledad, CA Not to be doubled.

# Save \$1.00 NOW on Estancia Wine

CONSUMER: To redeem, present this coupon at check out to receive a \$1.00 savings on the purchase of Estancia wines. This coupon is not valid for employees, officers and directors of Estancia Estates and affiliated companies, licensed alcoholic beverage retailers and wholesalers, or other alcoholic beverage licensees, and families and households of the foregoing, and persons not of legal drinking age are not eligible. Void where prohibited. Not to be doubled. One coupon per purchase. RETAILER: This coupon will be redeemed for face value indicated plus \$0.00 handling if you receive it on the sale of product indicated. Coupon may not be assigned or transferred. Invoice proving purchase of stock to cover coupons must be submitted upon request. Void where prohibited, taxed, or restricted by law. To redeem, SEND TO: CWC Promotional Services, P.O. Box 880181, El Paso, TX 88588-0181. Coupon expires 3/31/05 Cash value 1/100¢. Coupon must be received within 120 days from expiration date.



©2004 Estancia Estates, CA POS Item Number: 57740 Not for resale



# Save \$2.00 Now on Roast!

Manufacturer's Coupon • Expires 1/15/05 • DO NOT DOUBLE CONSUMER: To redeem, present this coupon at check out to receive a \$2.00 savings on the purchase of any roast. No wine purchase necessary.

This coupon is not valid for employees, officers and directors of Estancia Estates and affiliated companies, ficensed alcoholic beverage retailers and wholesslers, or other alcoholic beverage ilenaces, and families and households of the foregoing, and persons not of legal drinking age are not eligible. Void where prohibited. Not to be doubled. One coupon per purchase. RETAILER: This coupon will be redeemed for face value indicated plus \$.09 handing if you receive it on the sale of product indicated. Coupon may not be assigned or transferred. Invoke proving purchase of stock to cover coupons must be submixed upon request. Void where prohibited, taxed, or restricted by law. To redeem, SEND TO: CWC Promotional Services, PO Box 880181, El Paso,TX 88588-0181. Coupon expires I/IS/05. Cash value I/ICO/c. Coupon must be received within 120 days from expiration date.

Offer 140293



©2007 ESTANCIA WINERY, CA WWW.ESTANCIAWINERY.COM POS# E5016425

	1			
BUY:	Any I botde of I	Estancia wine	and receive a \$3.0	00 refund check.
REMOV	E: Foil capsule over			
SEND:	This completed	form and orig		receipt(s) dated between
MAILTO	P: Offer 12261 - Sa P:O. Box 9249 Young America,	we \$3 on Esta	ncia	
MUST B	E POSTMARKET	BY: 7/15/0	18	
NAME:				
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CITY:				ZIP:
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REFUND	CONDITIONS:			

Ger expires (JONO) (Horvard) for U.S. residents of legal drinking age. Refund requests for groups, clubs, organizations or from officers or employees of (wintery), and alcoholic heverage retailers or wholesders will not be honored or returned. Please allow 6 -8 weeks for delivery. Limit I refund per address.

WARNING

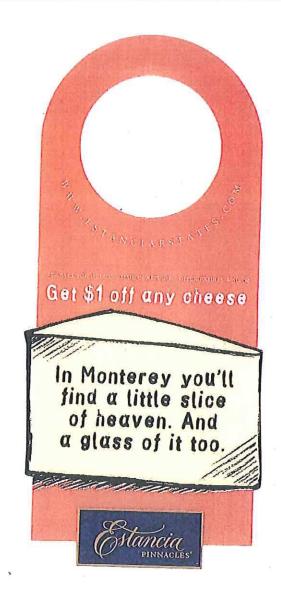
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MAIL IN REBATE. OFFER EXPIRES 12/31/06. OFFER NOT FOR RESALE, SEE BACK FOR DETAILS,





Save Up To \$4 on Estancia Wines!





SAVE UP TO \$4.00 ON ESTANCIA WINES! Oliet not applicable on purchase of Estancia Red Meritage on Estancia Reserve Pinot N
MAIL IN REBATE, OFFER EXPIRES 9/30/05,
OFFER NOT FOR RESALE, SEE BACK FOR DETAILS,

## ©2006 ESTANCIA ESTATES, SOLEDAD, CÁ POS # 112736 WWW.ESTANCIAWINERY.COM

	bottles of Estate	can and receive a	\$4.00 refund ch	eck.
REMOV	E: Foil capsule ove	r bottle top (up	at have top part	of capsule).
SEND:	This completed 1/1/06 and 12/	form and original ori	zal cash register r purchase price(s)	eccipt(s) dated between
MAIL TO	D: Estancia Brand	Offer 6536, P.O.	Box 42921, Mes	a, AZ 85247-2921
	E POSTMARKE			
NAME:		-		
ADDRES	SS:			APT#:
	Street Ad	dress Must Accou	pany P.O. Box	3 (00.7810).34
CITY: _			STATE:	ZIP:
E-MAIL:				A
SIGNATI	URE;		BIRTHDA	TE: — /— /—
Offer expirences of returned P WARNIN Void where OR, OH, T register reco	of (winery), and alco lease allow 6-8 week G: Prohibited, taxed or FX and UT. Repards ripts will not be hon	holic beverage ret a for delivery. Lin otherwise restric- action, purchase, so ored or returned.	ailers or wholesake nit I refund per ad ted, including AL, ale or trading of the Frandulent submis	AR, III, IN, ME, MS, MO, NC is form, UPC symbols or each tion of teliand certificate may
result in fed	letal prosecution for	mail fræd under	18 USC Sections	1341, 1342.
			¥	

Any I bottle of Estancia and receive a \$1.50 refund check or buy any 2

BUY:

# OFFER EXPIRES 4/30/02

BUY: Any cheese, no wine purchase necessary and receive a \$1 refund check.

SEND: This completed form, and original cash register recelpt(s) with the purchase price(s) circled.

MAIL TO: Estancia Cheese Offer P.O. Box 42906 Mesa, AZ 85274-2906

MUST BE POSTMARKED BY: 5/31/02

ADDRESS:	APT#
STREET ADDR	ESS MUST ACCOMPANY P.O. BOX
CITY:	STATE: ZIP:

REFUND CONDITIONS:
Offer expires 4/3002. Offer valid only for U.S. residents of legal drinking aga. Relund requests for groups, clubs, organizations or from officers or employees of (winery), and abotholic beverage retailers or wholesalers will not be honored or returned. Please allow 6-8 weeks for delivery. Limit (1) refund per household, name or address.

WARNING:
Void where prohibited, taxed or otherwise restricted by law. Reproduction, pruchase, sale or trading of this form, UPC symbols or cash register receipts will not be haroved or returned. Fraudulent submission of refund certificate may rosult in federal prosecution for mail fraud under 18 USC Sections 1341, 1342.

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Void where prohibited, taxed or otherwise neutricad, including ALAR, HI, IX, ME, MS, MO, NG, OR, OH, TX, and UT. Reproduction, psechaec, sele or reading of this form, UPC symbols or each register receipts will not be honored or returned. Fraudulem submission of refund certificate may result in folional protectation for mail fraud under 13 USG Sections 1341, 1342. REPUND CONDITIONS:

Differ explicit 9/20/05, Reducind requests for groups, dubs, organizations or from officers or employees of Contrary), and alcoholic bearings retailers or whidesalers will not be honored or returned. Please allow 6 ~8 weeks for delivery. Limit 1 refined per address. CITY NAME SEND: SIGNATURE E-MAIL: MAIL TO: Estancia Brand Offer 5632, P.O. Box 42921, Mesa, AZ 85247-2921 3.73 ADDRESS: MUST BE POSTMARKED BY: 9/30/05 REMOVE: This completed form and original cash register receipt(s) dated between 6/1/05 and 9/30/05 with the purchase price(s) circled. Foil capsule over bottle top (must have top part of capsule). Any 1 bottle of Estancia and receive a \$1.50 refund check or buy any 2 bottle of Estancia and receive a \$4.00 refund check. Offer not applicable on purchase of Estancia Red Meritage or Estancia Reserve Pinot Noir. Street Address Must Accompany P.O. Box STATE BIRTHDATE APT# ZIP: 1

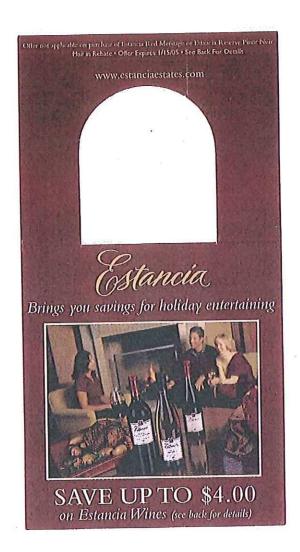
©2005 ESTANCIA ESTATES, SOLEDAD, CA
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©2005 ESTANCIA ESTATES, SOLEDAD, CA POS # 100867 NO WINE PURCHASE NECESSARY.





SAVE 25% OFF THE COVER PRICE SEE BACK FOR DETAILS



VOID WHERE PROHIBITED BY LAW. NO WINE PURCHASE NECESSARY. OFFER VALID 5/20/05 - 9/10/05

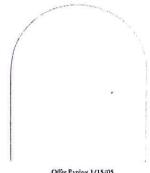
UNWIND WITH YOUR OWN COPY OF REAL SIMPLE MAGAZINE. ESTANCIA IS BRINGING YOU 25% IN SAVINGS OFF THE COVER PRICE FOR AN INTRODUCTORY SUBSCRIPTION TO REAL SIMPLE MAGAZINE.

TO OBTAIN YOUR INTRODUCTORY MAGAZINE SUBSCRIPTION FOR \$5.97 CALL I-800-586-2198 FOR DETAILS AND TO HEAR ABOUT OTHER MAGAZINES AVAILABLE.



WWW.ESTANCIAWINERY.COM

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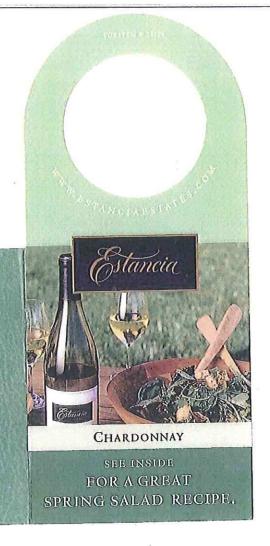


	Offer E	Expires 1/15/05
BUY:	I botde of Estancia and receive a \$1.50 refund check or buy 2 botdes of Estancia and receive a \$4.00 refund check. Offer not applicable on purchase of Estancia Red Meritage or Estancia Reserve Pinot Noir.	
REMOV	E: Foil capsule over bottle top (m	out include top part of capsule.
SEND:	This completed form, foil capsule(s) and original cash register receipt(s) dated between 8/1/04 and 1/15/05 with the purchase price(s) circled.	
MAIL TO	O: Estancia Brand Offer P.O. Box	42921 Offer # 4583, Mess, AZ 85274-2921
MUST II	IE POSTMARKED BY: 1/30	/05.
NAME:		
ADDRE	SS:	APT#: -
		Accompany P.O. Box
CITY: _		STATE: Z.IP:
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Offer expir groups, chi	bs, organizations or from officers or e	idean of legal drinking age. Refund request for employees of (winery), and alcoholic beverage eturned, Please allow 6 - 8 weeks for delivery. Limit

I refiand per address.

WARNING:

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Salad or sandwich,
picnic or party,
banquet or barbecue,
ALWAYS ESTANCIA,

Estancia

Awarded 19 Best Buys from WineSpectator in 15 years.



PINOT NOIR

87 POINTS!
"A pleasant Pinot that harbors pretty cherry, herb and licorice flavors."

WINTHUSIAST May 2002

Recep your Pinor cord with a thermal wine bag



# CHARDONNAY

# Smoked Trout & Apple Salad

(SERVES FOUR)

# SALAD

Apple Smoked trout 2 SIDES 2 BUNCHES Watercress Toasted walnuts

# DRESSING

Dijon mustard 2 T. Apple cider vinegar 1 T. Egg yolk Vegetable oil 4 0%.

In the bowl of a food processor combine the apple eider vinegar, egg yolk, and mustard. Turn the food processor on and slowly drizzle with vegetable oil. When all of the oil is emulsified, the dressing is complete. You may have more dressing than you need. Dressing may be refrigerated for additional use for up to one week.

For the salad, wash and clean the watercress of any tough stems and place in a medium sized bowl. Core the apple and slice into long thin slices. Clean the trout of its outer skin and break into one inch pieces. Combine the apple, trout, and walnuts to the watercress in the bowl and dress. Serve immediately.

Send Away For an Estancia 2 Bottle Wine Bag Between 6/1/02 and 9/15/02

To receive your Estancia 2 Bottle Wine Bag by mail:

1. Please submit the following:

- This mail-in coupon

- A check or money order for \$14.99 plus \$5.00 shipping and handling made out to:
The Sweepstakes Center

Mail these materials to: Estancia Wine Bag Offer P.O. Box 25336 Rochester, NY 14625-0338

Please print: NAME:

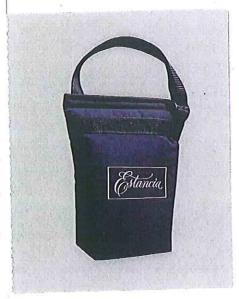
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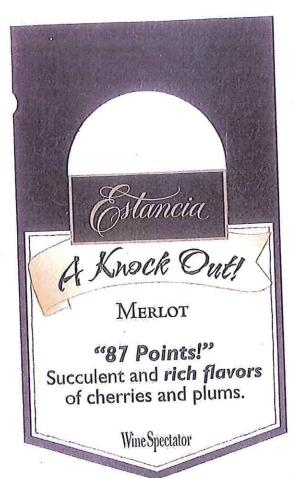
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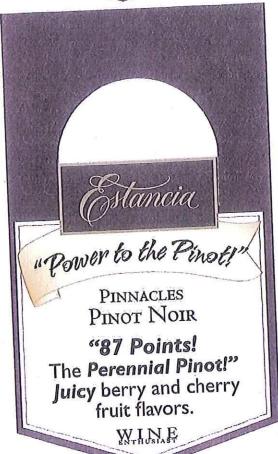
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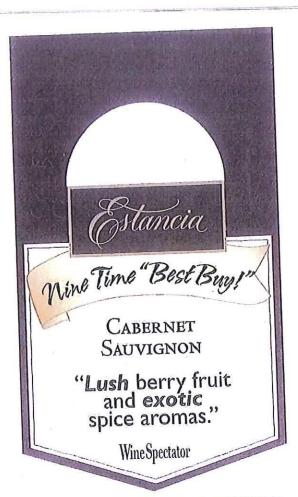
P.O. BOX NOT ACCEPTABLE

(Must be postmarked by 9/15/02 and received by 9/30/02) (Must be postmarked by 9/15/02 and received by 9/30/02) Allow 6 to 8 weeks for delivery. Offer open to U.S., residents only, except employees of Franciscan Estates, its effliates, substituries, distributors, dealers, and retailers. Limit one wine beging to household/eddress, group or organization. Offer void where prohibited, taxed, or otherwise restricted. No post office boxes allowed, only street or rural route addresses are acceptable. Not responsible for lost, late, misdreeted, demanged, or postage due mail. Warrings, Despoduction, purchase, sale or trade of this certificate is prohibled. Fraudulent submission could result in federal prosecution under mail fraud statutes. Citile 18, United States Code, Section 1341 and 1342.) Offer Evolries Q1/5/10. Offer Expires 9/15/02

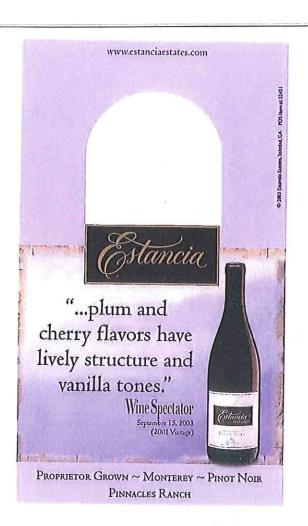


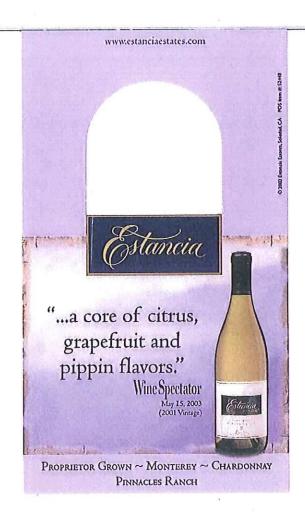




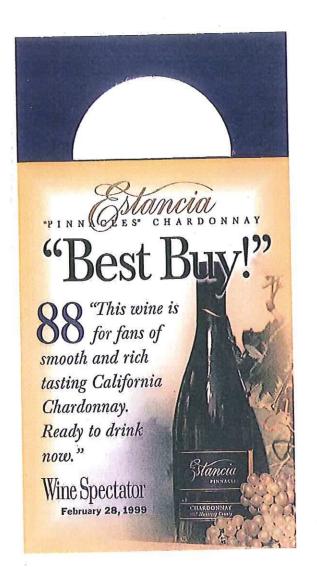


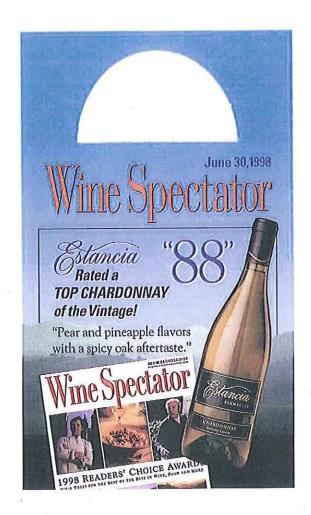
















The Savvy Host

Estancia

Don't compromise style when dining outside this summer. Put these tips to use for creating festive ambiance in your outdoor dining area.

- Use real linens. A colorful cotton tublecloth and napkins will make sitting at even the most rustic picnic table seem elegant.
- Substitute potted flowers for vases of cut flowers as centerpieces. Simply insert pre-potted plants into terra cotta pots to disguise the plastic container the plant comes in.
- Arrange multiple votive or other wide candles down the length of the table and scatter small pebbles or seashells around the candles for a decorative look.

# Entertaining-By-The-Numbers

Whether you are planning a barbecue bash or an elegant celebration, knowing how much wine, food, and other essentials to stock up on will let you relax and enjoy your own party. Consider these guideliness

- · Plan for at least I bottle of wine for every 3 people,
- Purchase 1/4 pound of fresh fish and 1/3 to 1/2 pound of shellfish, such as mussels or crab for each guest.
- Prepare 1 cup of solad per person.
- Stock at least 2 glasses for every person for any party that will last more than 2 hours.
- Plan 1 to 2 small bottles (about 16 ounces) of water for each person during warm weather.
- Purchase 1/2 pound of ice per person.

# 1) Tips For Outdoor Entertaining



- Always protect wine from the sun. Be careful not to let glasses sit in the sun.
- Keep white wine cool on top of ice, not in it, to prevent it from becoming over chilled.
- · Chill red wine slightly on hot days.
- Set up a buffet indoors to keep away pests and let people serve themselves.
- Keep your menu simple, use the freshest ingredients for the most impact and limit the number of dishes you serve.

# Grilled Swordfish With Romesco Sauce

The meany rexture and taste of swordfish is perfectly complemented by the robust, nutty flavors of romesco sauce. Enjoy this dish with Estancia Chardonnay and Pinot Noir.

# (Serves 6)

1/4 cup slivered almonds

1/2 cup piquillo or rossted red bell peppers 1/4 cup peeled, seeded, and diced tomatoes

2 tablespoons chopped flat-leaf parsley

2 cloves garlie, peeled

2 tablespoons red wine vinegar

1/2 cup extra-virgin olive oil

Kosher salt and freshly ground pepper

6 (6-ounce) 1/2-inch-thick swordfish fillets

Preheat the oven to 350°F. Heat a gas or charcoal grill to high heat.

Spread the almonds on a baking sheet and bake for 7 to 8 minutes or until golden brown. Transfer to a food processor. Add the vinegar, peppers, tomatoes, parsley and garlie. Pulse until smooth. With the machine running, add the vinegar. When blended, edd the olive will be a day strady stream until fully incorporated. oil in a slow steady stream until fully incorporated. Season to taste with salt and pepper.

When the gtill is hot, season the fish on both sides with the salt and pepper and place on the gtill. Cook for 2 1/2 to 3 minutes per side. Transfer to a serving plate and let rest for 3 to 4 minutes. Top each fillet with a spoonful of the sauce and serve.



# Grilled Salmon With Charred Tomato Sauce

Estancia Chardonnay and Pinot Noir are ideal wines for all kinds of salmon dishes. This recipe takes advantage of the season's most delicious crop... tomatoes.

# (Serves 6)

2 large ripe tomatoes, cut into 1/2-inch-thick slices 1/3 cup extra-virgin olive oil

1/3 cup extra-virgin olive oil
1 teispoon dried oregano
2 large cloves garlic, peeled
1 tablespoon red wine vinegar
2 sprigs fresh thyme, leaves separated
Kosher salt and freshly ground pepper

1 (1 1/2 to 2 pounds) salmon fillet

Estancia

Heat a gas or charcoal grill to medium-high heat.

Brush the tomato slices with a small amount of the olive oil. Sprinkle with the oregano. Arrange the tomato slices and garlic on the grill and cook for 1 to 2 minutes per side until charred. Transfer to a food processor. Add the remaining olive oil, vinegar, and thyme. Pulse to combine but not until smooth.

Season the salmon with the salt and pepper and place on the grill, skin-side down. Cover with the lid and cook for 10 minutes or until the fish separates from the skin easily. Transfer to a serving platter with a large spatula and spoon the tomato sauce over the top.



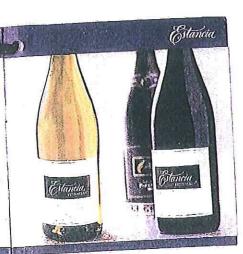
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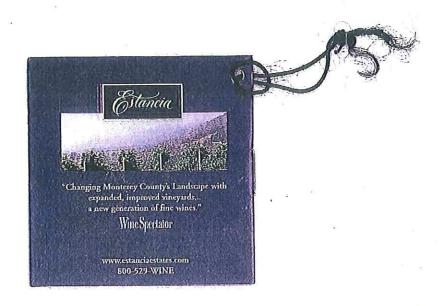
# Summer's Best

Kick back and chill out this summer with the season's coolest wines from Monterey. Estancia Chardonnay and Estancia Pinot Noir will quench your thirst and enhance your table.

Estancia Chardonnay is a ripe, mouth-filling wine with a bright fruity flavor and a soft, creamy texture. Enjoy Estancia Chardonnay with smoked salmon, grilled swordfish, and herb-marinated shrimp.

Estancia Pinot Noir, handcrafted using old-world techniques, resounds with berry flavors and a long silky finish. Drink Estancia Pinot Noir with chicken, Cobb salad, and grilled salmon.





Pinot Noir
Goes great
with an
empty wine
glass.



Charaennay
Unfortunately,
it doesn't count
as a serving
of fruit.



86 points!



The Best of California Issue Dec. 2000

"Exhibits straightforward, jammy cherry aromas and flavors. Medium body with a soft finish."

www.cstancisestates.com

87 points!

5



"This attractive, medium to full-bodied wine offers abundant quantities of ripe pineapple, peach and pear-like fruit."

verstancieestates.co